

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
CENSUS SURVEY OVERSIGHT SUBCOMMITTEE

August 16, 2005
MAG Office
302 North First Avenue
Phoenix, Arizona

MEMBERS ATTENDING

George Pettit, Gilbert, Chair
**Pier Simeri for David Fitzhugh, Avondale
Brian Rose, Buckeye
Gary Neiss, Carefree
Ian Cordwell for Usama Abujbarah, Cave Creek
**Marian Norris Stanley, Chandler
Mark Smith for Joanne Garrett, El Mirage
**Ken Valverde for Kate Zanon, Fountain Hills
T Paula Loper for Beverly Turner, Gila Bend
*Tina Notah-Enas, Gila River Indian Community
Miryam Gutier-Brown, Glendale
**Jerene Watson, Goodyear
**Gary Smith, Guadalupe
Sonny Culbreth, Litchfield Park

Christian Stumpf for Richard Bohan, Maricopa County
Ellen Pence, Mesa
*Duncan Miller, Paradise Valley
Prisila Ferreira, Peoria
Norris Nordvold, Phoenix
Shawny Ekadis, Queen Creek
*Bryan Meyer, Salt River Pima-Maricopa Indian Community
Peggy Carpenter, Scottsdale
Sintra Hoffman, Surprise
**Amber Wakeman, Tempe
**Chris Hagen, Tolleson
*Matthew Moric for Gerald Stricklin, Wickenburg
Mark Fooks, Youngtown

*Members neither present nor represented by proxy.

OTHERS PRESENT

**Dawn Nelson, Census Bureau
Jay Occhiogrosso, Census Bureau
Joe Hughes, Gilbert
Ayanna Rutherford, MAG
Heidi Pahl, MAG
Harry Wolfe, MAG
Kelly Taft, MAG
Jason Stephens, MAG
Tom Remes, MAG

Carlos Jurado, MAG
Craig Chenery, MAG
Rita Walton, MAG
Karen Flores, Peoria
Loretta Endres, Phoenix
Danielle Leoni, Phoenix
David Ramirez, Phoenix
DeeAnne Thomas, Queen Creek
Phil Garthright, TKC

**Participated via telephone conference call.
T Participated via video conference call.

1. Call to Order

The meeting was called to order at 10:30 a.m. by Chairman George Pettit. Proxy Paula Loper attended via videoconference and proxies Pier Simeri, Ken Valverde and voting members Marian Norris-Stanley, Gary Smith, Amber Wakeman and Chris Hagen attended via audio conference. All members introduced themselves.

2. Call to the Audience

No comments were made by the audience.

3. Approval of July 19, 2005 Meeting Minutes

It was moved by Mark Fooks seconded by Norris Nordvold and unanimously recommended to approve the July 19, 2005 meeting minutes.

4. Subcommittees

Norris Nordvold provided an update on the five Phoenix census subcommittees: Media, Business, Minority Outreach, Neighborhoods/Schools, and Communities of Faith.

Norris Nordvold said that the Minority Outreach subcommittee is working on the Univision 33 "On Your Side" telethon. They are also holding a luncheon for non-profit organizations Monday August 22, 2005 at the Burton Barr library.

Norris Nordvold said that through the Business subcommittee, APS, SRP, Southwest Gas and the city of Phoenix water department are going to put 2005 Census Survey inserts in their utility bills and newsletters August and September 2005.

Norris Nordvold said that the Communities of Faith subcommittee is holding a breakfast Tuesday August 23, 2005 at the Burton Barr library for all faith based organizations in the valley.

Norris Nordvold said the Neighborhood and Schools subcommittee has an active program where they are attending all the back to school meetings to give census information to teachers and administrators.

David Ramirez explained the census efforts of the Media subcommittee. Mr. Ramirez said there is a focus on the mono-lingual Spanish campaign. He thanked the members of the Media subcommittee for providing in-kind contributions for the media buys. He mentioned that the media buys will benefit all agencies in the region.

5. Census Outreach

Kelly Taft provided an update on census outreach activities for the 2005 Census Survey. She described the Census media launch event held on August 9, 2005 and other promotional efforts. She mentioned that tapes of the Public Service Announcements (PSAs) produced by the City of Phoenix were distributed to the media at the media launch event. She distributed a full list of all the people participating in the PSAs. The tape of some of the PSAs was shown and a 15 second PSA from Channel 12 was shown. Kelly Taft mentioned that these PSAs will also be part of the television advertising media buy that Norris Nordvold will discuss.

Kelly Taft distributed news clips of coverage received since the July CSOS meeting.

Kelly Taft noted that MAG has continued to refine the Census Web site. MAG has added several sections to the Census website including links to each of the member agencies individual census Web sites. A “Kids Corner” has been added as well as teacher information. The Census Information Handbook, which includes information about confidentiality and other key talking points, has been added to the Web site for downloading and printing. She noted that faith based materials such as the letters for church newsletters or bulletins have also been posted to the MAG 2005 Census Web site.

Kelly Taft provided information on member agency census outreach activities based on information shared at the August Census Survey Outreach Group meeting.

City of Phoenix

- Street banners to place across local streets
- Water bill notice to 400,000 residents
- Bookmarks in all the libraries
- Census logo on 250 garbage trucks
- Brochures and placards in Phoenix buses
- Provided materials for bulletins to faith-based communities
- School districts received census bags with promotional items for the school faculty
- Completed production of PSAs
- Working on six hour telethon with Univision

City of Glendale

- Signs on 18 garbage trucks
- Placed stories in a citizens newsletter
- Parks and Recreation newsletter
- Pencils are available at the libraries. If someone checks out a book, they receive a pencil.

City of Chandler

- Sent 200 letters to faith based communities and Homeowner Associations.
- Census fans have been distributed at the libraries, community centers, Salvation Army, and YMCA's. When the fans were dropped off, brochures were left as well.
- Have placed Ads in the San Tan news
- TV Program CitiScope segment starts this week.

City of Mesa

- Placed stories in newsletters
- 43,000 fliers have been given to public schools, senior centers, meals on wheels, etc.
- Produced Mesa-specific PSAs for Channel 11 and Mesa Public Schools

City of Youngtown

- Magnetic signs placed on all City vehicles.
- Ads have been placed in independent newspapers
- Passed out Bookmarks
- Brochures at Town Hall and various community places.

City of El Mirage

- Focusing on their faith based communities and home owner associations (HOA)'s.

City of Peoria

- Distributed 50,000 water bill inserts
- Sent stories to HOA community newsletters
- Partnered with Chamber of Commerce
- Put information in their Visitor information center and numerous other locations within the City
- Channel 11 is working on announcements
- Provided a Community Center and 29 schools with bookmarks. Have been working closely with the school districts and they will put an announcement on their Channel 99 and have handouts at the school and on the school calendars.
- Before and after school care facilities (known as the am/pm program) have bookmarks and brochures.
- Published information in their Employee newsletter
- Working to establish contact with the faith-based communities.

City of Avondale

- Produced street light banners
- Have announcements on their cable channel
- Fliers
- Electronic version of letters sent to HOA's.
- Faith based mailings
- Newspapers
- Vehicle magnets

Kelly Taft mentioned that MAG requested the art files of the street light banners and the vehicle magnets.

City of Tolleson

- Brochures are at the library
- Newsletters

City of Tempe

- Mailing in water bill, to approximately 43,000 residents
- Created a Tempe-specific brochure
- Created 10,000 bookmarks, will create 10,000 more.
- Working with schools to put a blurb in their newsletters.
- Logo is on 12 garbage trucks
- ASU email blast out to all of the students and faculty the first week of school
- Sent letter to 350 HOA chairs

Kelly Taft said the City of Phoenix Media Subcommittee has developed many components of a regionwide media campaign. Phoenix Census Consultant Norris Nordvold discussed their efforts to date, how the census outreach benefits all areas of the Valley and he appealed to member agencies to help share in the census outreach costs. Norris Nordvold distributed a memo, a table identifying the print, radio and TV media buy costs and a draft table on possible allocation of media costs using the same percentage share as the estimated survey cost.

George Pettit thanked city of Phoenix for all their hard work on the regionwide media campaign, stating the CSOS appreciates their efforts. Mr. Pettit asked that CSOS members take the information back to their agency for discussion and understanding of distribution of costs across the region. Miryam Gutier-Brown thanked Phoenix for creating the templates that Glendale has used and said that Glendale has no problem paying their share of the regionwide media costs. Norris Nordvold mentioned that Federal Highway Administration (FHWA) may be able to cost share. George Pettit said members should plan for worst case scenario. **Prisila Ferreira** thanked Phoenix for their regionwide media efforts that all cities will ultimately benefit from and suggested that a subcommittee of the CSOS could be formed to discuss the cost allocation of funds for the regionwide media campaign. Mark Fooks asked which column on the spreadsheet should be used to calculate an agencies share of the cost. George Pettit said use worst case scenario, therefore the \$300,000 column. Paula Loper asked if the handouts could be made available to those attending via audio and video conference. George Pettit stated that Heidi Pahl would e-mail the handouts to everyone after the meeting.

6. Group Quarters and Outdoor Locations

Heidi Pahl said that a letter to representatives of group quarters requesting their cooperation during the enumeration has been prepared and is included as Attachment One. She mentioned that the full count of population living in group quarters is scheduled to take place September 15-30, 2005. She noted that Census Bureau personnel contacted all group quarters to confirm their contact information and provide an explanation of the 2005 Census Survey. She said the universe of group quarters was prepared from the lists of group quarters provided by the member agencies and the Census Bureau's most recent list of group quarters.

Heidi Pahl said the count of population residing in outdoor locations is scheduled to take place from midnight to 6 a.m. September 8, 2005. She noted that a list of gatekeepers needs to be assembled to assist with access to the outdoor locations and cooperation from those being counted. This list

needs to be submitted to the Census Bureau by August 31st. She mentioned that Census Bureau personnel have made advance visits to all outdoor location sites to gather information.

7. Technical Update

In preparation for the 2005 Census Survey, a number of technical tasks need to be completed by MAG and the member agencies. Harry Wolfe provided due dates for providing new annexations, new construction, and access-restricted community contact information.

Jay Occhiogrosso said that from the member agencies recruitment efforts the Census Bureau has a very good pool of applicants for the outdoor location enumeration and non-response follow-up activities. He mentioned that the Census Bureau is still taking applications and the same recruitment phone number applies. Peggy Carpenter asked if the August 12, 2005 deadline for advertising census jobs was still in effect. Jay Occhiogrosso said that there was no deadline for recruitment of census workers for the 2005 Census Survey and said that it would be good to keep recruitment fliers posted.

Heidi Pahl remarked that the Census Bureau has agreed to provide response rates to the mailout of the survey to the member agencies at the census tract level. She said that this could benefit member agencies as they would be able to focus their marketing efforts on areas that have a low response rate to the survey mailing. Dawn Nelson clarified that the response rates are merely for the number of questionnaires returned, it will not reflect if follow-up is needed. Marian Norris-Stanley asked who would be getting the weekly progress reports on response rates to the mailout of the 2005 Census Survey. Heidi Pahl responded that CSOS members would receive that information and that she would also send it to Population Technical Advisory Committee members.

Ellen Pence asked if the Census Bureau would like the cities to notify the police and fire departments of the outdoor location count. Jay Occhiogrosso said that it would be fine to make them aware of the outdoor location count but that they are not able to participate in the full count. Ellen Pence asked how census workers would be identified. Jay Occhiogrosso replied by a placard in their car and a badge that they wear around their neck.

8. Timeline and Budget

Heidi Pahl explained that an updated timeline is included as Attachment Two in the agenda packet. She reviewed the dates for the outstanding tasks. Ms. Pahl noted that the budget for the project is an estimated 7.5 million dollars with 5.862 million paid to the Census Bureau in federal funds, Census Bureau cumulative expenditures about \$2 million and approximately \$326 thousand expended in July, 2005. She noted that there are two more payments to make to the Census Bureau. She thanked all member agencies for submitting payment in a timely manner.

11. Meeting Schedule

George Pettit confirmed that the next Census Survey Oversight Subcommittee meeting will be held on Tuesday, September 20, 2005 at 10:30 a.m. in the MAG Saguaro room.

The meeting was adjourned at 11:25 a.m.